

**Subject:** Re: Broadway Property Owners Tour - Upper Floor Opportunities

**From:** Nick Griffin <NGriffin@downtownla.com>

**Date:** 10/21/2016 10:47 PM

**To:** Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org>

**CC:** "oun@lacity.org" <oun@lacity.org>, Noah Strouse <noah@historiccore.bid>, "zac@dtlarealestate.com" <zac@dtlarealestate.com>, Rena Leddy <rena@fashiondistrict.org>, Donegan McCuaig <donegan@dtlarealestate.com>, Julia Marino <juliamarino.la@gmail.com>, Elan Shore <Eshore@downtownla.com>

Not a problem, we can decide in size of bus a few days before. So just keep us posted on headcount. Thanks! .

**Nicholas Ziff Griffin**

*Director of Economic Development*

**Downtown Center Business Improvement District**

[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com) / (213) 416-7522

On Oct 21, 2016, at 7:36 PM, Jessica Wethington Mclean <[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)> wrote:

Hard to say. Maybe 20? Thank you!

Sent from my phone. Please pardon brevity, typos, and autofill misfires.

On Oct 21, 2016 7:09 PM, "Nick Griffin" <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)> wrote:

We can handle the van, if we don't want to walk, and will compile a handout market brief. Do you have an estimated number of attendees?

**Nicholas Ziff Griffin**

*Director of Economic Development*

**Downtown Center Business Improvement District**

[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com) / (213) 416-7522

On Oct 21, 2016, at 5:58 PM, Jessica Wethington Mclean <[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)> wrote:

Hey Nick - How is this coming along? Do you need anything from my end? Invites went out so we are rolling!

Also, the van - how can we arrange that? We can pay for it, or reimburse someone, or if one of the BIDs wants to contribute, that's great too.

I'll order boxed lunches when we get closer.

Thanks!

JWM



**Jessica Wethington McLean**

Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development  
Producer / Festival Director, Night on Broadway

Office of City Councilmember JosÃ© Huizar  
200 N. Spring Street #465, Los Angeles, CA 90012  
[jessica.WethingtonMcLean@lacity.org](mailto:jessica.WethingtonMcLean@lacity.org) | [213-473-7014](tel:213-473-7014)



On Thu, Oct 13, 2016 at 10:52 AM, Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)> wrote:

That all sounds good. Elan and I will discuss and get back to everyone about what we can do, what data we have and what else we might need.

**From:** Jessica Wethington Mclean [mailto:[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)]

**Sent:** Thursday, October 13, 2016 10:46 AM

**To:** Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)>

**Cc:** Donegan McCuaig <[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)>; Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)>; Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; Julia Marino <[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)>; [zac@dtlarealestate.com](mailto:zac@dtlarealestate.com); [oun@lacity.org](mailto:oun@lacity.org)

**Subject:** Re: Broadway Property Owners Tour - Upper Floor Opportunities

Thanks, Nick. This will be great!

I think an overview of square footage available, ground floor vacancy rate, prevailing per square foot prices for upper floor, ground floor, etc. as well as maybe some highlights of projects that have come online or been completed would be helpful. Number of loft units would be good. Upcoming projects - Hoxton, 510 S. Bway, 947 S. Broadway etc.

How can I help?



**Jessica Wethington McLean**

Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development  
Producer / Festival Director, Night on Broadway

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200 N. Spring Street #465, Los Angeles, CA 90012  
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On Thu, Oct 13, 2016 at 10:33 AM, Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)> wrote:

As discussed, my team can put together a mini market report focused on Broadway.

Does anyone have suggestions of what they would like to see covered and/or any restrictions on what we can include?

**From:** Jessica Wethington Mclean [mailto:[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)]  
**Sent:** Wednesday, October 12, 2016 5:49 PM  
**To:** Donegan McCuaig <[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)>  
**Cc:** Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)>; Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)>; Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; Julia Marino <[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)>; zac@dtlarealestate.com; oun@lacity.org  
**Subject:** Re: Broadway Property Owners Tour - Upper Floor Opportunities

This is what I printed. I revised it a bit to highlight the things recently brought up. I also invited the speakers we discussed and reached out to the venues we want. I will reach out to a couple more brokers. Noah - send me your suggestions, please.

Here's where we stand:

(Meet & Begin)

Ace Hotel 929 S. Broadway (VENUE CONFIRMED)  
\* Economics of hotels (Jon Blanchard - CONFIRMED)  
\* Overview of sign district (Jessica Wethington McLean - CONFIRMED)

(Walk To)

Broadway Trade Center 801 S. Broadway (Venue - requested)  
\* Tax incentives / New Market Tax Credits (Chris Fedukowski - invited)  
\* Overall landscape of business and context of the neighborhood - other great products happening (DCBID, Historic Core BID, Fashion BID)

(Shuttle To)

Broadway Arts Tower (creative office) 529 S. Broadway (venue requested)  
\* Economics of Creative Office Conversion (will invite Carle Pierose - Industry - CONFIRMED)

(Walk To)  
Broadway Lofts  
430 S. Broadway (VENUE CONFIRMED)  
\* Architectural conversion process - residential and commercial (will invite Karin Liljegren - Omgivning - CONFIRMED)  
\* Economics of loft conversion (will invite Izek / Eric Shomof - invited)

(Shuttle To)  
The Grayson (creative office) 353 S. Broadway (VENUE CONFIRMED)  
BOX LUNCH  
\* Economics of lease environment (Donegan McQuaig, CONFIRMED. Jessica will invite others)  
\* Wrap-Up discussion / Q&A



**Jessica Wethington McLean**  
Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development  
Producer / Festival Director, Night on Broadway

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On Wed, Oct 12, 2016 at 5:34 PM, Donegan McCuaig <[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)> wrote:

If you are okay with it Nick and Jessica I'm okay with it. Let's send it out

Donegan McCuaig  
CEO/Broker - Quixotic Realty Inc. dba [dtlarealestate.com](http://dtlarealestate.com)

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----- Original Message -----

Subject: RE: Broadway Property Owners Tour - Upper Floor Opportunities  
From: Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)>  
Date: Wed, October 12, 2016 2:30 pm

To: Jessica Wethington Mclean <[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)>  
Cc: Donegan McCuaig <[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)>, Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)>, Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>, Julia Marino <[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)>, "zac@dtlarealestate.com" <[zac@dtlarealestate.com](mailto:zac@dtlarealestate.com)>, "oun@lacity.org" <[oun@lacity.org](mailto:oun@lacity.org)>

Agreed.

**From:** Jessica Wethington Mclean [<mailto:jessica.wethingtonmclean@lacity.org>]  
**Sent:** Wednesday, October 12, 2016 2:12 PM  
**To:** Nick Griffin <[NGriffin@downtowna.com](mailto:NGriffin@downtowna.com)>  
**Cc:** Donegan McCuaig <[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)>; Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)>; Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; Julia Marino <[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)>; [zac@dtlarealestate.com](mailto:zac@dtlarealestate.com); [oun@lacity.org](mailto:oun@lacity.org)  
**Subject:** Re: Broadway Property Owners Tour - Upper Floor Opportunities

Folks - didn't hear back from anyone last week. We're kind of out of town to re-design this. I need to send them out to the owners.

I think this may not be perfect but it says what we want to do. Agreed?



**Jessica Wethington McLean**  
Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development  
Producer / Festival Director, Night on Broadway

Office of City Councilmember JosÃ© Huizar  
200 N. Spring Street #465, Los Angeles, CA 90012  
[Jessica.WethingtonMcLean@lacity.org](mailto:Jessica.WethingtonMcLean@lacity.org) | 213-473-7014

On Mon, Oct 3, 2016 at 3:44 PM, Jessica Wethington Mclean <[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)> wrote:

Ideally, this would have been suggested in any of the earlier rounds of review of this flyer. I was out last week and expected to mail it this week.

We cannot do Councilmember Huizar invites because he's not going to be there and we don't want to mislead anyone. The wording related to the CM and BBB needs to remain as is. If you guys want to rework the other stuff, feel free but please do it quickly. Can it be done by Wednesday?



**Jessica Wethington McLean**  
Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development  
Producer / Festival Director, Night on Broadway

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[Jessica.WethingtonMcLean@lacity.org](mailto:Jessica.WethingtonMcLean@lacity.org) | [213-473-7014](tel:213-473-7014)

On Fri, Sep 23, 2016 at 12:01 PM, Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)> wrote:

My team would be happy to redo the flyer if you'd like. As part of that process, we can also propose revised wording for selling points, as well as title and other points. Let me know it concensus is for us to do that. Thanks.

---

**From:** Donegan McCuaig [mailto:[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)]  
**Sent:** Friday, September 23, 2016 9:15 AM  
**To:** Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)>  
**Cc:** Jessica Wethington Mclean <[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)>; Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)>; Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; Julia Marino <[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)>; [zac@dtlarealestate.com](mailto:zac@dtlarealestate.com)  
**Subject:** Re: Broadway Property Owners Tour - Upper Floor Opportunities

Perhaps we can have Nick's team look over the flier for ideas for graphic improvement? Also, maybe the flier can more boldly lay out the selling points of renovating? I forget what the title was but maybe we can do something more specific like, Councilman Jose Huizar invites you to discover the the benefits of renovating your Broadway building! And instead of pics focussing on types of use (residential/office) they focus

more on finance and market values, etc? What kind of quality of paper will we be using? When will it be mailed out?

Donegan McCuaig

Owner/Broker - Quixotic Realty Inc. dba [dtlarealestate.com](http://dtlarealestate.com)

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Sent from my iPhone

On Sep 22, 2016, at 6:18 PM, Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)> wrote:

Yeah, I'm sure that would be fine.

**Nicholas Ziff Griffin**  
Director of Economic Development

**Downtown Center Business Improvement District**

[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com) / [\(213\) 416-7522](tel:(213)416-7522)

On Sep 22, 2016, at 5:57 PM, Jessica Wethington Mclean <[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)> wrote:

I think we can discuss that informally as we go right?



**Jessica Wethington McLean**

Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development  
Producer / Festival Director, Night on Broadway

Office of City Councilmember JosÃ© Huizar  
200 N. Spring Street #465, Los Angeles, CA  
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On Thu, Sep 22, 2016 at 3:16 PM, Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)> wrote:

Looks great to me.

Anything on streetscape plans?

**From:** Jessica Wethington Mclean [mailto:[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)]

**Sent:** Wednesday, September 21, 2016 5:16 PM

**To:** Donegan McCuaig <[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)>

**Cc:** Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)>; Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)>; Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>; Julia Marino <[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)>; [zac@dtlarealestate.com](mailto:zac@dtlarealestate.com)

**Subject:** Re: Broadway Property Owners Tour - Upper Floor Opportunities

Here's where we landed on this today.... Comments / suggestions?

(Meet & Begin)

Ace Hotel 929 S. Broadway

\* Economics of hotels (will invite Jon Blanchard)

\* Overview of sign district (Jessica Wethington McLean)

(Walk To)

Broadway Trade Center 801 S. Broadway

\* Tax incentives / New Market Tax Credits

\* Overall landscape of business and context of the neighborhood - other great products happening (DCBID, Historic Core BID, Fashion BID)

(Shuttle To)

Broadway Arts Tower (creative office) 529 S. Broadway  
\* Economics of Creative Office Conversion (will invite Carle Pierose - Industry)

(Walk To)  
Broadway Lofts  
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\* Architectural conversion process - residential and commercial (will invite Karin Liljegren - Omgivning)  
\* Economics of loft conversion (will invite Izek / Eric Shomof)

(Shuttle To)  
The Grayson (creative office) 353 S. Broadway  
BOX LUNCH  
\* Economics of lease environment (Donegan McCuaig, confirmed. Jessica will invite others)  
\* Wrap-Up discussion / Q&A

Sent from my phone. Please pardon brevity, typos, and autofill misfires.

On Jul 27, 2016 10:02 AM, "Donegan McCuaig"  
<[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)> wrote:

Anyone know someone involved in Broadway Lofts conversion?

Donegan McCuaig

Owner/Broker - Quixotic Realty Inc. dba [dtlarealestate.com](http://dtlarealestate.com)

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On Jul 20, 2016, at 3:40 PM, Jessica Wethington Mclean  
<[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)> wrote:

Great! Let's call it Wednesday Oct. 19. Now to book the buildings and speakers.... Who's doing what?

Thanks, everyone!



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**Jessica Wethington McLean**  
Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development  
Producer / Festival Director, Night on Broadway

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200 N. Spring Street #465, Los Angeles, CA 90012  
[jessica.WethingtonMcLean@lacity.org](mailto:jessica.WethingtonMcLean@lacity.org) | 213-473-7014

On Mon, Jul 18, 2016 at 11:21 AM, Donegan McCuaig <[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)> wrote:

Sorry guess this didn't send. Date is good for me if it works for all of you

Donegan McCuaig

Owner/Broker - Quixotic Realty Inc. dba [dtlarealestate.com](http://dtlarealestate.com)

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On Jul 14, 2016, at 3:14 PM, Noah Strouse

<[noah@historiccore.bid](mailto:noah@historiccore.bid)> wrote:

Works for us!

[HistoricCoreLogo.jpg](http://HistoricCoreLogo.jpg) **NOAH STROUSE**

*Director of Marketing & Services*

209-211 W 5th Street

Los Angeles, California 90013

**p** [\(213\)488-1901](tel:(213)488-1901)

**c** [\(310\)383-6304](tel:(310)383-6304)

[HistoricCore.BID](http://HistoricCore.BID)

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24HR HOTLINE:

**[\(213\)239-8336](tel:(213)239-8336)**

On Thu, Jul 14, 2016 at 2:53 PM, Rena Leddy <[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)> wrote:

Should be fine for Fashion District property owners

**From:** Jessica Wethington Mclean [mailto:[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)]

**Sent:** Thursday, July 14, 2016 12:06 PM

**To:** Julia Marino <[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)>

**Cc:** Max Sherman <[max.sherman@lacity.org](mailto:max.sherman@lacity.org)>; Donegan McCuig

<[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)>; Noah Strouse

<[noah@historiccore.bid](mailto:noah@historiccore.bid)>; [zac@dtlarealestate.com](mailto:zac@dtlarealestate.com); Nick Griffin

<[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)>; Rena Leddy

<[rena@fashiondistrict.org](mailto:rena@fashiondistrict.org)>

**Subject:** Re: Broadway Property Owners Tour - Upper Floor Opportunities

OK - how does that work for Fashion and Historic? Dominic, ok for you, too?



**Jessica Wethington McLean**

Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development  
Producer / Festival Director, Night on Broadway

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On Thu, Jul 14, 2016 at 12:04 PM, Julia Marino <[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)> wrote:

That date will work.

Julia Marino

[\(631\) 278-4162](tel:(631)278-4162)

[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)

On Thu, Jul 14, 2016 at 11:50 AM, Jessica Wethington Mclean <[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)> wrote:

Fashion BID meets the third Thursday. What about Wednesday Oct. 19 instead?



**Jessica Wethington McLean**

Executive Director, Bringing  
Back Broadway  
Director, Downtown Economic  
Development  
Producer / Festival Director,  
Night on Broadway

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[Jessica.WethingtonMcLean@lacity.org](mailto:Jessica.WethingtonMcLean@lacity.org) | 213-473-7014

On Thu, Jul 14, 2016 at 11:46 AM, Julia Marino  
<[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)> wrote:

At the DCBID we are planning to host  
events during the first two weeks of  
October for LAEDC's Innovation Weeks.  
October 13th could potentially be a conflict.  
What are everyone's thoughts about  
pushing it to the week after? October 20th?

Julia Marino

[\(631\) 278-4162](tel:(631)278-4162)

[juliamarino.la@gmail.com](mailto:juliamarino.la@gmail.com)

On Wed, Jul 13, 2016 at 11:47 AM, Jessica  
Wethington Mclean  
<[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)>  
wrote:

I think this works well. Now, as for a  
date. How about Thursday October 13?



**Jessica Wethington McLean**

Executive Director, Bringing  
Back Broadway  
Director, Downtown Economic  
Development  
Producer / Festival Director,  
Night on Broadway

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[jessica.WethingtonMcLean@lacity.org](mailto:jessica.WethingtonMcLean@lacity.org) | 213-473-7014

On Wed, Jul 13, 2016 at 11:43 AM, Max Sherman <[max.sherman@lacity.org](mailto:max.sherman@lacity.org)> wrote:

Thanks, Donegan, I spaced out the header a bit as well as gave some breathing room to the main text in the lower left box.

Best,

Max

On Wed, Jul 13, 2016 at 11:13 AM, Donegan McCuaig <[donegan@dtlarealestate.com](mailto:donegan@dtlarealestate.com)> wrote:

Looks good but the text at top and bottom left looks a little smooshed. Perhaps we might increase flyer size or reduce picture sizes?

Donegan McCuaig

Owner/Broker - Quixotic Realty Inc.  
dba [dtlarealestate.com](http://dtlarealestate.com)

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Sent from my iPhone

On Jul 13, 2016, at 10:45 AM, Max Sherman <[max.sherman@lacity.org](mailto:max.sherman@lacity.org)> wrote:

Sure, no problem. Revised version attached.

Let me know any additional changes/suggestions.

Best,

Max

On Tue, Jul 12, 2016 at 5:59 PM, Jessica Wethington Mclean <[jessica.wethingtonmclean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org)> wrote:

Header needs to have a sub-head so it's clear who the audience is.

Join us for a multi-building upper floor demonstration tour exclusively for Broadway property owners.

You might need to adjust the header height to accommodate that.

Thanks, Max.



**Jessica Wethington McLean**  
Executive Director, Bringing Back Broadway  
Director, Downtown Economic Development

[Facebook Button.png](#) [Twitter button.png](#)

Office of City Councilmember  
José Huizar  
200 N. Spring Street #465, Los Angeles, CA 90012

[Jessica.WethingtonMcLean@lacity.org](mailto:Jessica.WethingtonMcLean@lacity.org) | 213-473-7014

On Tue, Jul 12, 2016 at 11:16 AM, Max Sherman <[max.sherman@lacity.org](mailto:max.sherman@lacity.org)> wrote:

Hi All,

I've updated the tour flyer to include an image background for

the header, let me know  
what you think!

Best,

Max

On Tue, Jul 12, 2016 at  
10:05 AM, Noah Strouse  
<[noah@historiccore.bid](mailto:noah@historiccore.bid)>  
wrote:

A few options  
attached, can be  
cropped to fit  
document. Photos are  
property of HCBID.  
Fine to use for this  
document, but  
nowhere else please.  
I'd also highly  
recommend Hunter  
Kerhart for any future  
BBB photographic  
needs.

[HistoricCoreLogo.jpg](#) **NOAH  
STROUSE**

*Director of  
Marketing &  
Services*

209-211 W 5th  
Street

Los Angeles,  
California  
90013

**p** [213/488-1901](tel:2134881901)

**c** [310/383-6304](tel:3103836304)

[HistoricCore.BID](http://HistoricCore.BID)

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